

Leadership Session Notes, July 23, 2018

“Serving on Nonprofit Boards”

Workshop Objectives:

1. Identify key principles to working effectively on boards & committees
2. Understand the purpose, structure, and processes of effective boards
3. Identify key characteristics of effective community boards and committees

Steve Yoder, Community Development Educator, Purdue Extension, introduced himself and his background both serving on boards (in Arizona) and as a presenter. 20 members of the group were in attendance. He provided an overview of the session:

1. Why the board does exist?
2. How is it organized?
3. How does it operate?

In a small group session, participants were asked to identify key points that make a community board effective:

To be effective boards need:	Characteristics of being ineffective:
Having a purpose, mission and goals	Poor leadership or lack of leadership
Monitoring results	Self-interest rather than organization's interest—personal agendas
Having a clear focus and purpose as well as shared goals	Too large a board
Streamlined and effective decision making	Lack of respect
Defined roles for leadership	Lack of accountability
Culture of accountability and professionalism	No mandate or purpose
Valuing cooperation, transparency & respecting a diversity of voices	Polarization
Being accountable	Not having a plan for growth
Process to delegate tasks, take actions and measure results	Poor or lack of training
	Lack of mission or goals
	Low participation

The group was asked to define a not-for-profit organization?

1. Established to fill a community or societal need
2. Profit is returned to the benefit of the organization or community
3. There are no stockholders, board members are not compensated
4. Definition maintained by IRS: <https://www.irs.gov/charities-non-profits>
5. Tools to evaluate not for profits may be found at Charity Watch:
<https://www.charitywatch.org/> OR at GuideStar: <https://www.guidestar.org/>
6. It is the responsibility of the donor to evaluate whether the charity is worthy of his/her donation.

Group was invited to participate in an activity to compare Mission Statement of Brown County organizations with their identity and their relative annual gross receipts and assets:

Top Ten in Brown County in 2015:

- (1) Brown County Community Foundation, Inc. (To be a collaborative leader for positive impact in the Brown County community by building on the spirit of philanthropy). Gross Receipts: \$13,825,982 with assets of \$11,300.287.
- (2) Cryptic Masons Medical Research Foundation, Inc. (To raise money for medical research). Gross Receipts: \$3,291.464 with assets of \$3,307,295
- (3) Gnaw Bone Camp Nature Preservation, Inc. (To preserve natural environments and provide outdoor education opportunities). Gross Receipts: \$1,478,270 with assets of \$2,493, 910
- (4) Nashville Brown County Convention and Visitors Bureau, Inc. (A marketing and service organization responsible for positively impacting the region's economy by promoting lodging and visitor expenditures). Gross Receipts: \$869,971 and assets of \$149,483
- (5) Mission 22 (To raise awareness for PTSD, TBI and the veteran suicide epidemic). Gross Receipts: \$774,715 and assets of \$197,013
- (6) Brown County Community YMCA, Inc. (To build a healthy spirit, mind, and body for all). Gross Receipts: \$660,903 and assets of \$2,544,277
- (7) Brown County Humane Society, Inc. (A community resource dedicated to promoting animal welfare). Gross Receipts of \$540,952 and assets of \$2,248,686
- (8) Brown County Art Gallery Foundation, Inc. (Art education). Gross Receipts of \$450,169 and assets of \$1,793,117
- (9) Mother's Cupboard Community Kitchen, Inc. (Serves meals every day but Thanksgiving from 4pm – 6pm, no questions asked). Gross Receipts of \$438,540 and assets of \$407,186

(10) Brown County Playhouse Management (Providing quality entertainment by offering a diverse selection of performing arts productions and events). Gross Receipts of \$380,482 and assets of \$106,845

A Mission Statement: What you do

A Vision Statement: Desired End Results (may never happen)

Board Size: Defined by complexity of organization, job to be done, nature of organization

Committees: Where work is done, committees need to be matched with right focus, committees need to be engaged and communicate with larger group, committees need to respect volunteer/staff relationships, help engage members, support accountability, lead to shorter board meetings

Board Process --Board Development Cycle –

1. Identify Board
2. Cultivate
3. Recruit
4. Orient
5. Engage
6. Educate
7. Evaluate
8. Rotate

Characteristics of a board member: Passion, experience, skill set, commitment

Where to look for board members: Current clientele, volunteers, other board members in the community whose term limits are expiring

How to get people to join? Set expectations, be encouraging, have an elevator speech to use to recruit others, match passion with appropriate committee, describe board's needs, be realistic

Why do people join boards? Resume building, giving back, looking for growth opportunities

How do you orient new members? Establish mentors, prepare and deliver orientation packet, have job descriptions, review by-laws, establish a calendar of meetings and commitments

How to keep board members engaged? Celebrate, listen, thank, show results, provide for growth, provide information, encourage professional development, always be alert to new leadership, establish term limits

Board evaluation: conduct at least annual board evaluation, various tools are available such as a checklist for effective boards

Some summary comments: we can proud of what we do well, being involved with a board or organization is work, is not for passive engagement, always take care of your board, evaluate the overall health of your board, there are lots of tools to help, planning for the care of the board is important